



2008 RUNZA/AVCA COLLEGE VOLLEYBALL SHOWCASE



CONFERENCE CHALLENGE



August 29 & 31, 2008

ABOUT AVCA AND IMG WORLDWIDE

Purpose and History of the AVCA

The American Volleyball Coaches Association, founded in 1981, is headquartered in Lexington, Kentucky. In 2006, the AVCA contracted with Host Communications, Inc., now part of IMG Worldwide, to provide management services for the association. In less than two years under the management of HOST/IMG, the AVCA has increased membership by 29%, increased attendance to its national convention by nearly 30%, and increased sponsor investment in the convention by 450%.

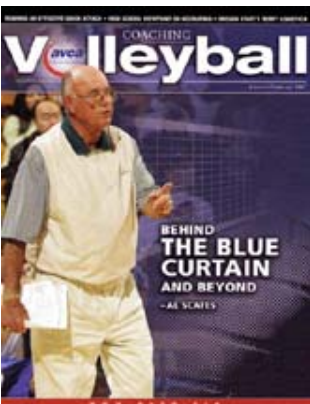


The AVCA provides a professional network for those individuals and companies committed to the development, growth, advancement and publicity of volleyball throughout the world. Membership is open to all coaching levels including collegiate (NCAA, NAIA, NCCAA, two-year colleges), high school, club, youth, national team and international. Other members include former players, officials, media members and other friends of volleyball.

The mission of the AVCA is to advance the professionalism, development and growth of the sport of volleyball by providing coaches with educational programs, a forum for opinion exchange and recognition opportunities. Member participation is vital to the Association accomplishing this mission.

AVCA Annual Convention

The AVCA Annual Convention is the largest gathering of volleyball coaches and vendors in the nation. Held each December in conjunction with the NCAA Division I Women's Volleyball Championship, nearly 1,700 attendees choose from over 70 educational sessions that are both on-court and in the classroom. In addition, the Convention's exhibit show, Volleyball Marketplace, attracts over 100 exhibitors.



AVCA Awards Programs and Publications

An extensive AVCA awards program recognizes over 3,000 student-athletes and coaches each year. Among the high-profile awards include the AVCA National Coach of the Year and All-American selections at all levels of NCAA, NAIA and two-year collegiate volleyball. The AVCA Hall of Fame annually recognizes those individuals who have reached the pinnacle of their profession and the sport.

The AVCA produces several publications during the year including the award-winning bi-monthly technical journal *Coaching Volleyball*, the bi-weekly *Volleyball Ace Power Tips* drill bulletin, the bi-weekly on-line newsletter *AVCA At the Net* and *VolleyBiz*, a newsletter dedicated to those running the business of a volleyball club.

AVCA's Managing Partner, IMG Worldwide

IMG acquired Host Communications in November of 2007, and all of the associations and properties affiliated with HOST. IMG is the world's premier and most diversified sports, entertainment and media company. They partner with the world's leading marketers and media networks to help them grow their businesses through IMG's event properties, media production and distribution, talent brands, sponsorship consulting, brand licensing, sponsorship sales and other services. Founded in 1960, IMG has grown into a global operation, now operating in 30 countries.



AVCA EXECUTIVE DIRECTOR KATHY DEBOER

Kathleen (Kathy) DeBoer has been the Executive Director of the American Volleyball Coaches Association (AVCA) since February 1, 2006. While under DeBoer's direction, AVCA membership has grown by 29%, and AVCA Annual Convention attendance has grown by nearly 30%. She is the architect behind such projects as the AVCA's partnership with the Junior Volleyball Directors Association, an organization dedicated to growing junior volleyball, and the Affiliate Partner Program, created to engage the often-overlooked high school sector.



As evidenced by the new partnerships in the junior and high school ranks, DeBoer envisions the AVCA as an organization that creates opportunities for representatives from all levels of volleyball to work together for the betterment of the sport. The 2007 AVCA Annual Convention in Sacramento, Calif., considered by DeBoer a “transformational event for our association”, was the “first time we had everyone under the same canopy – college, high school, juniors, beach and international coaches”.

A true visionary, DeBoer is also advocating for the addition of Collegiate Beach Volleyball as an NCAA spring sport, which would expand the promotion of the game, and create more college scholarship opportunities for women. Under her direction, the AVCA has been instrumental in the success of the Collegiate Beach Volleyball Championship, which is played as part of CBS College Sports Network's Collegiate Nationals event that takes place in April.

“What I'm hoping this (Collegiate Beach Volleyball Championship) will stimulate is a conversation at the conference level with administrators about getting some slight changes in NCAA rules that aren't terribly costly or that aren't terribly dramatic that would open up some opportunities for experimenting with spring play,” DeBoer said. “The strongest argument for collegiate beach is it will absolutely expand the number of women who choose to play volleyball. Let's do this, let's see how it goes and see how it's responded to.”

Before taking the reigns of the AVCA, DeBoer spent twenty-three years in intercollegiate athletics serving as a coach, administrator and fundraiser. She spent eighteen years at the University of Kentucky, finishing her career as the Senior Associate Athletics Director. Prior to her administrative career, DeBoer spent thirteen years coaching volleyball, including nine at Kentucky, where she was named 1987 AVCA National Coach of the Year.

DeBoer also served for eight years as an advisor to the USA Women's Volleyball National Team, assisting with several international events including the 1996 Olympic Games in Atlanta. Prior to her coaching career, DeBoer played two years of basketball in the Women's Basketball League, one of the first professional leagues for women in the United States.

DeBoer is a nationally known public speaker on the impact of gender on competitive behavior. She also does popular programs on motivation, teamwork and 21st century leadership. She has written extensively on issues of competition, gender, coaching, and intercollegiate athletics. Her articles have appeared in *The NCAA News*, the *National Federation News*, *Women in Higher Education*, *Coaching Volleyball*, *Coaching Women's Basketball*, and *The Soccer Journal*. She has authored book chapters for a sports medicine text entitled “The Female Athlete and USA Volleyball's Annual Manual”. She also has produced numerous videotapes on volleyball skill development and coaching. Her first book, “Gender and Competition: How Men and Women Approach Work and Play Differently”, was published by Coaches Choice in 2004.

Directly prior to her AVCA appointment, DeBoer spent three years as the Commissioner of General Services for the Lexington-Fayette Urban County Government. She has a B.A. in Humanities from Michigan State University (1978) and her M.B.A. from the University of Kentucky (1988). She is married to Mark Pittman and resides in Lexington, Ky.

2007 AVCA CONVENTION SACRAMENTO, CALIFORNIA

The 2007 AVCA Annual Convention in Sacramento was a record-breaking event, with nearly 1,700 attendees enjoying five days of education, networking, partying and recruiting.

"This was a transformational event for our association," said Kathy DeBoer, AVCA Executive Director. "For the first time we had everyone under the same canopy—college, high school, juniors, beach, and international coaches. I'm quite certain that years hence, when we recount the 'tipping point' for the AVCA, we will mention the 2007 Sacramento convention."



Volleyball coaches came out in record numbers, exhibitors in Volleyball Marketplace topped the 100-mark for the first time in the history of the event, and the association launched several new convention features, such as the AVCA Talent Showcase and AVP Sand Court, which are sure to become staples of the annual gathering.

"By far one of the most successful conventions ever!" said Bonnie Kenny, University of Delaware head coach and 2007 AVCA President. "The participation was the best it's ever been and the NCAA Championship was excellent! Thanks to the AVCA, NCAA, and Sacramento for an outstanding convention!"

Mary Wise, University of Florida head coach and 2007 AVCA President-Elect, who took over control of the AVCA Board of Directors in January, echoed her predecessor's thoughts.

"Like the matches themselves, our convention was at its best," said Wise. "From the record-setting attendance to Karch Kiraly's presentation, the bar has been raised. Our association, and all the coaches who took advantage of the opportunities, is better from the learning that took place in Sacramento."

With some of the top coaches and athletes in the sport making educational presentations, sessions led by such stars as Wise, Dave Shoji, Al Scates and Kiraly were left with standing room only.

"The educational sessions were second to none with some of the most high profile coaches in the country," said Kenny. "Every session a coach could walk away with something to use for their program."

The new look of Volleyball Marketplace, pictured above, drew the admiration of attendees and vendors alike. Over 100 exhibitors, who raved about the show's new set up, displayed and marketed innovative products for the volleyball community. The AVCA Coaches Zone gave coaches a place to both rest and network with peers, and the Career Center offered those seeking a new job and those posting a position opening an opportunity to connect.

The 2007 Convention was punctuated by the inaugural AVCA Talent Showcase, a new recruiting event designed for collegiate coaches attending the convention to observe high school junior and senior volleyball players, as well as junior college players, who are uncommitted and unsigned. Over 270 athletes from Florida to Hawai'i to Saskatchewan, Canada, converged on Sacramento to showcase their talents in front of 176 collegiate coaches. Some of the sport's elite mentors attended the event, including Russ Rose, head coach of Penn State University, who was less than 12 hours removed from winning the second national championship of his career.

Although the success of 2007 is still fresh on everyone's minds, it is never too early to look ahead. With a 450-percent increase this year in investment by sponsors, both new and familiar, the enthusiasm surrounding the AVCA Convention and the sport is at unparalleled highs.

"We performed well," said DeBoer. "And the most exhilarating part is, we can do better and we will in 2008."

RUNZA/AVCA SHOWCASE OVERVIEW

The Runza/AVCA College Volleyball Showcase, formerly the NACWAA College Volleyball Showcase, is the premier regular season collegiate volleyball tournament in the country.

The Showcase has featured 10 defending national champions in 13 years, including seven of the last eight. The event has also been witness to many star players, such as future Olympians Kerri Walsh of Stanford and Misty May of Long Beach State.



Qwest Center Omaha (Neb.) has been the host of the Showcase twice, setting attendance records for the event on both occasions. With a three-year contract signed to keep the event in Omaha through 2010, the Showcase has found a home. The 11,076 who witnessed the consolation and finals in 2007, and the 10,576 who saw the same round in 2005, both rank in the top ten in non-NCAA Tournament attended matches in collegiate volleyball history. The AVCA and Omaha expect that the extended alliance will create even more growth for the event, especially given its new twist in 2008.

For the first time in its history, the Showcase will be played in a Conference Challenge format. The Conference Challenge will feature four of the elite squads in the country, in a showdown of teams from two of the best conferences in the NCAA, the Big 12 and Pac-10. Under the Conference Challenge format, each school will play the two teams from the other conference, and not play the other school from its own league.

Representing the Big 12 are Nebraska and Texas, winners of 11 of the last 12 conference championships. With four national championships and a combined .728 winning percentage in the NCAA Tournament, these two schools are regularly among the elite volleyball programs in the nation.

Representing the Pac-10, perennially thought to be the top volleyball conference in the country, is Stanford and Southern California (USC). Pac-10 schools have won 13 of 27 national championships since the NCAA began to sanction women's volleyball in 1981; Stanford and USC own nine of those 13, or exactly one-third of all NCAA Division I Women's Volleyball Championships. Those same two schools have either tied for or won 11 of the last 12 Pac-10 championships.

The Runza/AVCA College Volleyball Showcase has long been the event in which all of the elite teams in the country want to play. With the atmosphere that Omaha has proven to bring, and the new Conference Challenge format, the event is certain to continue to be the premier collegiate volleyball event in the nation.



**Premier Regular Season
Collegiate Volleyball
Tournament**

SHOWCASE - TOURNAMENT OF CHAMPIONS

Year-by-Year Results

Year	Champion	Site	NCAA Division I National Tournament Finish
2007	Nebraska	Omaha	NCAA Regional Finals
2006	Texas	Wisconsin	NCAA Regional Finals
2005	Nebraska	Omaha	NCAA Runner-up
2004	USC	Colorado State	NCAA Semifinals
2003	USC	Hawai'i	NCAA Champion
2002	Stanford	Minnesota	NCAA Runner-up
2001	Nebraska	Pacific	NCAA Semifinals
2000	Colorado State	Florida	NCAA Regional Semifinals
1999	Pacific	Nebraska	NCAA Semifinals
1998	Long Beach State	New Mexico	NCAA Champion
1997	Penn State	Stanford	NCAA Runner-up
1996	Hawai'i	Illinois State	NCAA Runner-up
1995	Stanford	Nebraska	NCAA Semifinals

Tournament of Champions

Year	Defending NCAA Champion	Showcase Finish
2007	Nebraska	1st
2006	Washington	2nd
2005	Stanford	DNP
2004	USC	1st
2003	USC	1st
2002	Stanford	1st
2001	Nebraska	1st
2000	Penn State	3rd
1999	Long Beach State	DNP
1998	Stanford	DNP
1997	Stanford	2nd
1996	Nebraska	2nd
1995	Stanford	1st



The 2007 Nebraska team began defense of its national championship with a Showcase championship.

**10 Times the Defending
NCAA Champion has
Participated in the Next
Year's Showcase**

OMAHA ATTENDANCE SECOND TO NONE

Volleyball and the city of Omaha have developed a special relationship over the last several years. Omaha, long known to the amateur sports world as the home to the NCAA Men's College World Series, is carving out another niche for itself in the amateur sports scene. Qwest Center Omaha, a \$290 million dollar facility that opened in 2003, has already played host to the five highest-attended NCAA women's volleyball matches in the sport's history, including selling out the 2006 NCAA Division I Championships 11 months in advance. Since making its push onto the amateur sports scene, volleyball has been trying to find its home in the marketplace. Beginning in 2005, Omaha rolled out the Welcome mat.

Single-Match Volleyball Records (NCAA history)

1. 17,209 – Nebraska vs. Stanford, **Qwest Center Omaha**, 2006 NCAA Final
2. 17,014 – Nebraska vs. UCLA and Stanford vs. Washington, **Qwest Center Omaha**, 2006 NCAA Semifinals
3. 15,119 – Nebraska vs. Florida, **Qwest Center Omaha**, 2005 NCAA Region Final
4. 14,489 – Nebraska vs. UCLA and Florida vs. Louisville, **Qwest Center Omaha**, 2005 NCAA Region Semis
5. 13,396 – Nebraska vs. Hawai'i, **Qwest Center Omaha**, Oct. 21, 2007
6. 13,361 – Penn State vs. Stanford, Arco Arena, 2007 NCAA Final
7. 13,194 – Long Beach State vs. Penn State, Kohl Center, 1998 NCAA Final
8. 13,081 – Nebraska vs. Penn State and Creighton vs. Cal Poly, **Qwest Center Omaha**, September 2, 2007

*Information through 2006 from *Official 2007 NCAA Women's Volleyball Records Book*. Information on 2007 matches from unofficial records kept throughout the 2007 season.

The Top Five, as well as Six of the Top Eight, Attended Matches in NCAA Volleyball History Played at Qwest Center Omaha

Showcase Attendance Records

<u>Attendance</u>	<u>Session</u>	<u>Site</u>	<u>Host</u>	<u>Year</u>
11,076	Consolation/Finals	Qwest Center Omaha	Nebraska	2007
10,576	Consolation/Finals	Qwest Center Omaha	Nebraska	2005
10,158	Semifinals	Qwest Center Omaha	Nebraska	2007
10,028	Semifinals	Qwest Center Omaha	Nebraska	2005
9,345	Consolation/Finals	Stan Sheriff Center	Hawai'i	2003

The Top Four Attended Sessions in Showcase History Played at Qwest Center Omaha



2008 SHOWCASE CONFERENCE CHALLENGE

For the first time in its history, the Showcase will be played in a Conference Challenge format. The Conference Challenge will feature four of the elite squads in the country, in a showdown of teams from two of the best conferences in the NCAA, the Big 12 and Pac-10. Under the Conference Challenge format, each school will play the two teams from the other conference, and not play the other school from its own league.

Nebraska Cornhuskers

Location: Lincoln, Nebraska

National Championships: 1995, 2000, 2006

Big 12 Championships: 1996, 1998-2002, 2004-06, 2007 (tie)

Showcase Championships: 2001, 2005, 2007

Head Coach: John Cook

Record at Nebraska: 250-16 (.940)

Returning AVCA All-Americans: Jordan Larson (2007, 2006)



Southern California Trojans

Location: Los Angeles, California

National Championships: 1981, 2002, 2003

Pac-10 Championships: 2002, 2003

Showcase Championships: 2003, 2004

Head Coach: Mick Haley

Record at USC: 187-32 (.854)

Returning AVCA All-Americans: Taylor Carico (2007)

Stanford Cardinal

Location: Stanford, California

National Championships: 1992, 1994, 1996, 1997, 2001, 2004

Pac-10 Championships: 1987, 1991, 1994-99, 2001, 2006-07

Showcase Championships: 1995, 2002

Head Coach: John Dunning

Record at Stanford: 208-33 (.863)

Returning AVCA All-Americans: Foluke Akinradewo (2007, 2006, 2005),
Cynthia Barboza (2007, 2006), Alix Klineman (2007)



Texas Longhorns

Location: Austin, Texas

National Championships: 1998

Big 12 Championships: 1997, 2007 (tie)

Showcase Championships: 2006

Head Coach: Jerritt Elliott

Record at Texas: 206-70 (.746)

Returning AVCA All-Americans: Ashley Engle (2006) Juliann
Faucette (2007), Destinee Hooker (2007), Lauren Paolini
(2007)

**Combined 13 National Championships and
Nine Returning AVCA All-Americans**

SHOWCASE SPONSORS AND MEDIA COVERAGE



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The 2008 Showcase will be broadcast
on the CBS College Sports Network,
currently available in over
20,000,000 homes

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